

**Virginia State Milk Commission**  
**Retail Price Survey Information**  
**Fluid Milk Products**  
**April 2016**

Eastern Market						
Product	Butterfat	Size	Average Price	Price Range		Presumed Cost Retail Dock Pick Up
				Min.	Max.	
Whole Milk	3.25%	Gallon	\$3.06	\$2.49	\$3.99	\$2.424
		Half Gallon	\$1.97	\$1.35	\$2.89	\$1.304
		Quart	\$1.63	\$1.09	\$1.99	\$0.714
Lowfat Milk	2.00%	Gallon	\$2.88	\$2.19	\$3.99	\$2.166
		Half Gallon	\$1.87	\$1.25	\$2.89	\$1.183
		Quart	\$1.59	\$1.09	\$1.99	\$0.530
Lowfat Milk	1.00%	Gallon	\$2.72	\$1.99	\$3.99	\$1.969
		Half Gallon	\$1.68	\$1.09	\$2.89	\$1.081
		Quart	\$1.38	\$0.99	\$1.69	\$0.475
Skim Milk	0.50%	Gallon	\$2.72	\$1.89	\$3.99	\$1.854
		Half Gallon	\$1.78	\$1.05	\$2.89	\$1.029
		Quart	\$1.46	\$0.89	\$1.80	\$0.453

Western Market						
Product	Butterfat	Size	Average Price	Price Range		Presumed Cost Retail Dock Pick Up
				Min.	Max.	
Whole Milk	3.25%	Gallon	\$3.22	\$2.59	\$3.79	\$2.406
		Half Gallon	\$2.08	\$1.39	\$2.72	\$1.295
		Quart	\$1.58	\$1.29	\$2.00	\$0.709
Lowfat Milk	2.00%	Gallon	\$3.08	\$2.39	\$3.79	\$2.148
		Half Gallon	\$2.02	\$1.29	\$2.72	\$1.174
		Quart	\$1.54	\$1.19	\$2.00	\$0.525
Lowfat Milk	1.00%	Gallon	\$2.90	\$2.18	\$3.79	\$1.950
		Half Gallon	\$1.66	\$1.39	\$2.45	\$1.072
		Quart	\$1.26	\$1.09	\$1.45	\$0.471
Skim Milk	0.50%	Gallon	\$2.96	\$2.06	\$3.79	\$1.835
		Half Gallon	\$1.96	\$1.39	\$2.72	\$1.020
		Quart	\$1.51	\$1.09	\$2.00	\$0.448

**Virginia State Milk Commission**  
**Retail Price Survey Information**  
**Fluid Milk Products**  
**April 2016**

Southwestern Market						
Product	Butterfat	Size	Average Price	Price Range		Presumed Cost Retail Dock Pick Up
				Min.	Max.	
Whole Milk	3.25%	Gallon	\$3.33	\$2.68	\$4.98	\$2.336
		Half Gallon	\$2.37	\$1.58	\$4.21	\$1.260
		Quart	\$1.62	\$1.39	\$1.80	\$0.692
Lowfat Milk	2.00%	Gallon	\$3.26	\$2.58	\$4.98	\$2.077
		Half Gallon	\$2.35	\$1.48	\$4.21	\$1.139
		Quart	\$1.62	\$1.39	\$1.80	\$0.507
Lowfat Milk	1.00%	Gallon	\$3.26	\$2.48	\$4.98	\$1.880
		Half Gallon	\$2.32	\$1.38	\$4.21	\$1.036
		Quart	\$1.39	\$1.39	\$1.39	\$0.453
Skim Milk	0.50%	Gallon	\$3.16	\$2.38	\$4.98	\$1.765
		Half Gallon	\$2.31	\$1.28	\$4.21	\$0.984
		Quart	\$1.63	\$1.39	\$1.80	\$0.431

-Retail price surveys are taken at various times and in various locations each month by staff of the Milk Commission.

-Retail price surveys are taken primarily at large retail grocery supermarkets and discount chains.

-The price range represents the range of prices observed.

-The Presumed Cost Retail Dock Pick Up is a monthly calculation performed by the Milk Commission on the cost of fluid milk products at dock adjusted for retail cost as defined by regulation. This cost included the processor cost for raw milk, processing, packaging, advertising, administrative costs, handling, and ingredients. It includes no calculations for processor or retailer profit.

-Under Milk Commission regulations, a retailer may not advertise, sell, or offer to sell any fluid milk product at less than their cost or presumed cost.